Solent University  
CourseworkAssessmentBriefAE1

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| UnitTitle: |
| UnitCode: |
| Module Leader: |
| Level: | 4 |
| AssessmentTitle: | User Research Report |
| AssessmentNumber: | AE1 |
| AssessmentType: | Report |
| RestrictionsonTime/Length: | Report (2000Words +/- 10%) |
| Consequenceofnotmeeting time/word count limit: | There is no penalty for submitting above word count, but students should be aware that there is a risk they maynot maximise their potential mark.  Assignments should be presented appropriately in line with the restrictions stated above; if an assignment exceeds the time/word count this willbetakenin accountin themarksgiven using theassessmentcriteriashown. |
| Individual/Group: | Individual |
| AssessmentWeighting: |
| IssueDate: |
| HandIn Date: | TBA |
| PlannedFeedbackDate: |
| Modeof Submission: | OnlineOnly FINAL submissions will be accepted. DRAFT submissions will not be considered an attempt and will not be marked. |
| Numberofcopiestobesubmitted: | 1 |
| AnonymousMarking | This assessment is exempt from anonymous marking as it falls within an exempt category undertheUniversity’s AnonymousMarking Policy. |

**Learning Outcomes (LO)**

1. Identify the key component of User Experience context, including understanding the technology and stakeholders (users).
2. Interpret digital product or service requirements including business, technical and potential user sources and define appropriate measures of success, including goals, and objectives.
3. Explain issues with usability and effectiveness of digital products and services and to identify areas for improvement.

### Describe digital product usability, accessibility and other legal requirements.

### Interpret user types and their goals, behaviours and pain points using appropriate design artefacts to inform the design process.

**Project Overview**

Students must analyse and gather user requirements to enhance the user experience of a feature/section within a digital product, such as a website or application. You will present your findings and solutions in a well-structured report, supported by a basic interactive prototype based on user research. The research should include personas, user stories, user analysis, scenarios, user journeys, the design of your prototype, user testing, and results. The report should also feature accompanying diagrams to illustrate your findings.

**1.Introduction**  
Provide a brief overview of the product, including its purpose and the stakeholders/users it serves, as well as its current state. Conclude by describing the issues with the current feature or section and set an aim and a list of objectives for further exploration.

**2. Research**

**Analysis**  
This section will be an overview of current application that needs improvement supported by:

* Use images of the UI, screen captures and diagrams
* Address anyusability, accessibility & if applicable legal requirements
* App Store reviews (where applicable) to explain the issues to be fixed. Fast reviews to explain them

**Competitive Analysis**This section is an overview of similar applications that may help influence your improvements

* Overview of competitors
* Comparative analysis of competitor products or services
* Key takeaways and implications

**User Analysis**  
To understand user needs and behaviours: Identify the primary goals, motivations, and [pain points](https://www.nngroup.com/articles/pain-points/) of usersundertake aninitial feedbackby conducting a small surveyRemember when doing any engagement with participants you must work ethically including having an informed consent statement of why you're carrying out your research/survey.

* Who are the participants?
* How big is your sample?
* What questions will you ask?

**Research Finding**  
Based upon your initial research you will need to create personas& User Journeys:

Each [persona](https://www.uxdesigninstitute.com/blog/what-are-ux-personas/) should include:

* Name and demographic information
* Goals and motivations
* Pain points and challenges
* Behaviours and preferences

**User Journeys**

Map out user journeys to visualise the end-to-end experience of users. Each journey could include:

* Key stages or touchpoints in the user experience
* User actions and behaviours at each stage
* Pain points and opportunities for improvement

**3. Requirements**

Summarise the key user needs and requirements identified through the research. This could include:

* Core functionalities and features
* Usability and accessibility considerations
* Content and information needs

**4. Design Process**

**Build your prototype**

* Ideation and brainstorming
* Considerations forusability, accessibility & if applicable legal requirements
* Sketches and wireframes
* Prototyping

**5. Usability Testing**

Observing users interacting with the product to identify usability issues. Remember when conducting any research with participants you need to work ethically with informed consent statements &sign-off.

Conduct usability tests where you observe users as they interact with the application and complete specific tasksbased on a given scenario.

**6. Recommendations**

Present your final solution based on feedback from your usability testing.

**NOTE:**This is not academic report so does not require Harvard style referencing, use hyperlinks instead like this: [ngroup.com](https://www.nngroup.com/articles/journey-mapping-101/) and not like this: <https://www.nngroup.com/articles/journey-mapping-101/>

Your report should be visual backed up with Diagrams and supporting images, such as:

* [Personas Diagrams](https://www.uxdesigninstitute.com/blog/what-are-ux-personas/): Visual representations of personas with key attributes highlighted.
* [User Stories Diagrams](https://www.nngroup.com/articles/user-story-mapping/): Flowcharts or diagrams illustrating user stories and their relationships.
* [User Journeys Maps](https://www.nngroup.com/articles/journey-mapping-101/): Detailed maps of user journeys with stages, actions, and pain points clearly marked.
* Screen captures

**Assessment Criteria- Report (100%)**

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| **Learning Outcome** | | **A** | **B** | **C** | **D** | **F** |
| 1 | **Identify the key components of User Experience context, including understanding the technology and users/stakeholders.** | Comprehensive identification and understanding of all key components, including detailed stakeholder analysis and technology context. | Good identification and understanding of most key components with minor gaps in stakeholder analysis or technology context. | Adequate identification and understanding of key components, but with significant gaps or superficial analysis of stakeholders and technology context. | Limited identification and understanding of key components, with major gaps in stakeholder analysis and technology context. | Inadequate identification and understanding of key components, missing or incorrect stakeholder analysis and technology context. |
| 2 | **Interpret digital product or service requirements including business, technical, and potential user sources and define appropriate measures of success, including goals and objectives** | Thorough interpretation of requirements from all sources, with clearly defined and appropriate goals and objectives | Good interpretation of requirements from most sources, with defined goals and objectives, but some minor gaps. | Adequate interpretation of requirements, but with significant gaps or unclear goals and objectives, | Limited interpretation of requirements with major gaps, unclear or inappropriate goals and objectives | Inadequate interpretation of requirements, missing or incorrect goals and objectives |
| 3 | **Explain issues with usability and effectiveness of digital products and services and to identify areas for improvement.** | Comprehensive explanation of usability issues and effectiveness, with clear identification of areas for improvement. | Good explanation of most usability issues and effectiveness, with some identification of areas for improvement. | Adequate explanation of usability issues and effectiveness, but with significant gaps or superficial identification of areas for improvement. | Limited explanation of usability issues and effectiveness, with major gaps and unclear areas for improvement. | Inadequate explanation of usability issues and effectiveness, missing or incorrect identification of areas for improvement. |
| 4 | **Describe digital product usability, accessibility, and other legal requirements.** | Comprehensive description of usability, accessibility, and legal requirements, with clear understanding and detail. | Good description of usability, accessibility, and legal requirements, with minor gaps in detail or understanding. | Adequate description of usability, accessibility, and legal requirements, but with significant gaps or superficial detail. | Limited description of usability, accessibility, and legal requirements, with major gaps or unclear details. | Inadequate description of usability, accessibility, and legal requirements, missing or incorrect details. |
| 5 | **Interpret user types and their goals, behaviours, and pain points using appropriate design artifacts to inform the design process.** | Thorough interpretation of user types, goals, behaviours, and pain points, using comprehensive and appropriate design artifacts. | Good interpretation of user types, goals, behaviours, and pain points, with minor gaps in design artifacts. | Adequate interpretation of user types, goals, behaviours, and pain points, but with significant gaps or superficial design artifacts. | Limited interpretation of user types, goals, behaviours, and pain points, with major gaps in design artifacts. | Inadequate interpretation of user types, goals, behaviours, and pain points, missing or incorrect design artifacts. |

**Living CV**

As part of the University's Work Ready, Future Ready strategy, you will be expected to build a professional, Living CV as you successfully engage and pass each module of your degree.

The Living CV outputs evidenced on completion of this assessment are:

1. Case study evidence of conducting a basic end to end User Experience (UX) analysis

Please add these to your CV via the Living CV builder platform on Solent Futures Online [Solent Futures Online](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsolentfutures.careercentre.me%2Fprogrammes%2F%3FprogrammeID%3DThzJ%252bRbk%252bQXoSlEaujPR0g%253d%253d&data=04%7C01%7Cian.harris%40solent.ac.uk%7Cf1bda34c4d564e82f6cb08da067fdf48%7Cd684e4cd491a4577bf33546478d72e3c%7C0%7C0%7C637829443517919744%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=ObCFbM3zY7CgU6SVNtitaq1udg0%2Bzlp1GuCAJ1y1utw%3D&reserved=0)

Important Information

# Late Submissions

You are reminded that:

1. If this assessment is submitted late i.e. within 7 calendar days of the submission deadline, the mark will be capped at 40% if a pass mark is achieved;
2. If this assessment is submitted later than 7 calendar days after the submission deadline, the work will be regarded as a non-submission and will be awarded a zero;
3. If this assessment is being submitted as a referred piece of work, then it must be submitted by the deadline date; any Refer assessment submitted late will be regarded as a non-submission and will be awarded a zero.

[Assessment regulations](https://www.solent.ac.uk/about/documents/assessment-regulations.pdf)

# Extenuating Circumstances

The University’s Extenuating Circumstances (EC) procedure is in place if there are genuine short term exceptional circumstances that may prevent you submitting an assessment. If you are not 'fit to study’, you can either request an extension to the submission deadline of 7 calendar days or you can request to submit the assessment at the next opportunity, i.e. the resit period (as a Defer without capping of the grade). In both instances you must submit an EC application with relevant evidence. If accepted under the university regulations there will be no academic penalty for late submission or non-submission dependent on what is requested. You are reminded that EC covers only short term issues (20 working days) and that if you experience longer term matters that impact on your learning then you must contact the Student Hub for advice.

Please find a link to the EC policy below:

[Extenuating Circumstances](https://students.solent.ac.uk/official-documents/quality-management/academic-handbook/2p-extenuating-circumstances.pdf)

# Academic Misconduct

Any submission must be your own work and, where facts or ideas have been used from other sources, these sources must be appropriately referenced. The University’s Academic Handbook includes the definitions of all practices that will be deemed to constitute academic misconduct. You should check this link before submitting your work.

Procedures relating to student academic misconduct are given below:

[Academic Misconduct](https://students.solent.ac.uk/official-documents/quality-management/academic-handbook/4l-student-academic-misconduct-procedure.pdf)

**Ethics Policy**

The work being carried out must be in compliance with the university Ethics Policy. Where there is an ethical issue, as specified within the Ethics Policy, then you will need an ethics release or ethics approval prior to the start of the project.

The Ethics Policy is contained within Section 2S of the Academic Handbook:

[Ethics Policy](https://staff.solent.ac.uk/official-documents/quality-management/academic-handbook/2s-solent-university-ethics-policy.pdf)

**Grade marking**

The University uses an alpha numeric grade scale for the marking of assessments. Unless you have been specifically informed otherwise your marked assignment will be awarded a letter/number grade. More detailed information on grade marking and the grade scale can be found on the portal and in the Student Handbook.

[Grade Marking Scale](https://staff.solent.ac.uk/official-documents/quality-management/academic-handbook/2o-assessment-regulations-annex-1-grade-marking-scale.pdf)

**Guidance for online submission through Solent Online Learning (SOL)**

[Online Submission](http://learn.solent.ac.uk/onlinesubmission)